Invest Barrie

2026 Foreign Direct Investment and Trade Activities

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Positioning Barrie as a Premier Destination for Investment

Key Activity › Serve as ambassadors to promote Barrie as the best place in Ontario to do Business

Key Result › Launch a soft-landing program to offer tailored support, mentorship, professional advice, and local connections

Expected Outcome › Empower job creation and growth for the City of Barrie.

Q1 2026

Q1 2026 - Invest Barrie will:

- Recruit and onboard a dedicated resource for FDI and trade development
- Apply for Canexport Funding
- Lead a mini-delegation to Ottawa to engage key stakeholders, such as Invest in Canada, Global Affairs Canada and the Trade Commissioner Service, Department of Defense, Innovation, Science and Economic Development Canada, and/or Invest Ottawa (Canada's National Defense Innovation Hub) - **February**
- Lead a delegation to Prospectors & Developers Association of Canada (PDAC) 2026 to undertake both business retention and expansion and investment attraction activities related to mining and critical minerals – **March**
- **Opportunities for up to two IRC members to participate**

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Q2 2026

In Q2 2026, Invest Barrie plans to:

Lead a delegation focused on investment attraction to **Hannover-Messe,** the world's leading trade fair for the manufacturing industry

Lead a wrap-around mission to Hannover-Messe focused in the **Baden-Württemberg** region

Support a return delegation to **Saginaw, Michigan** for the Michigan–Ontario Conference

Participate in the Trade Commissioner Service's Investment Roadshow in **Japan and Korea** (Invest Barrie has secured an invitation and confirmed interest – Economic Development Staff)

Lead a wrap-around mission to the Investment Roadshow to **Taiwan and other jurisdiction in Japan**

Opportunities for IRC members to participate (up to 2 for Germany – focus is lead generation)

Q3 2026

In Q3 2026, Invest Barrie plans to:

- Nurture existing and new leads in the investment funnel
- Continue to build out a soft-landing program
- Continue to build relationships with long-term in-market partners
- Advance and champion opportunities in interprovincial trade

Opportunities for IRC members to support

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Q4 2026

In Q4 2026, Invest Barrie plans to:

- Participate in the Trade Commissioner Service's Investment Roadshow in **Europe**
- Lead a wrap-around mission to the Investment Roadshow to **Germany or Spain**
- Nurture existing and new leads in the investment funnel
- Continue to build out a soft-landing program
- Continue to build relationships with long-term in-market partners

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IRC can continue to engage and support Invest Barrie and investment attraction

Join us as ambassadors to champion why Business is better in Barrie: Participate in identified activities, leverage international networks, and industry forums to raise Barrie's profile as a premier destination for investment

Enhance advisory services: Share market intelligence, sector trends, and feedback on incentive structures to refine FDI targeting.

Make introductions: Connect staff with potential investment leads and in-market partners

Support investor aftercare: Participate in mentorship, networking, and recruitment of partners for the soft-landing programs to help investors establish and expand locally.

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PDAC Participation Overview

When: March 2, 2026

Where: Metro Toronto Convention Centre, Downtown Toronto

The opportunity:
Serve as an ambassador for Invest Barrie to communicate Barrie's value proposition and connect with prospective businesses by walking the trade show floor, attend investor meetings (*timing and dates TBC*), and network and make connections with industry leaders from across the sector at the anticipated Northern Ontario Night reception, held in the evening of March 2, 2026. Invest Barrie is a sponsor of the event, which brings more than 1,000 mining industry professionals together.

Invest Barrie requires **confirmation of participation and names of up to two attendees by February 13, 2026.**

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German Mission Participation Overview

Invest Barrie will be attending Hannover-Messe, the world's leading trade show for advanced manufacturing taking place April 20-24, 2026.

The opportunity: Serve as an ambassador for Invest Barrie to communicate Barrie's value proposition and connect with prospective businesses by walking the trade show floor and networking events throughout the trade show.

After Hannover-Messe, Invest Barrie is planning on conducting additional investment meetings in the Baden-Württemberg region (TBC). If participating in Hannover-Messe, IRC members have the following options after the trade show.

Option A: Depart Hannover-Messe to conduct activities to advance the Sister-City relationship in Zweibrücken.

Option B: Join Invest Barrie in Baden-Württemberg (TBC) to serve as an ambassador during networking events and meetings with investment partners and associations.

Option C: Return to Barrie following the trade show.

Tentative travel dates: April 17 (departure) returning April 30

Invest Barrie requires **confirmation of participation and names of up to two attendees by February 13, 2026.**

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Thank you

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